

## Choosing an Event Image

**When asked to supply an event image for promotional purposes, ask yourself these questions first.**

- Is this image I am submitting evocative of the event I've created? Does it help tell its story or set a mood?
- Am I submitting an image or a logo?
  - Images are more effective than logos for printed event guides, social media graphics, and TV interviews.
- If I am submitting an image with words on it, how small are the words?
  - Oftentimes images must be shrunk down when used in printed pieces making the text unreadable. Be mindful of how your "image" will be used and if it is appropriate.
- If I'm submitting an image with a child, do I have permission from that child's parent or guardian?
- If I'm submitting a crowd shot, is it exciting or just a shot of people's backsides? (Yeah, I know. That was some tough love right there.)

### Resources:

The following websites and services might provide images you can use. They all have protection under Creative Commons CC0:

*"The person who associated a work with this deed has dedicated the work to the public domain by waiving all of his or her rights to the work worldwide under copyright law, including all related and neighboring rights, to the extent allowed by law."---*  
*CreativeCommons.org*

**Regardless, always read the fine print!**

**Verify you have permission to use the image as intended.**

- Freerange: <https://freerangestock.com/index.php>
- Unsplash: <https://unsplash.com/>
- Pexels, <https://www.pexels.com/>
- Flickr, <https://www.flickr.com/>
- Life of Pix, <https://www.lifeofpix.com/>
- StockSnap, <https://stocksnap.io/>
- Wikimedia, [https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)
- Reshot, <https://www.reshot.com/>
- Gratisograph, <https://gratisography.com/>